



**THE ILLOCUTIONARY ACTS AND  
CHARACTERISTICS OF PUBLIC NOTICES IN  
PUBLIC PLACES IN SEMARANG**

**A THESIS**

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## **PRONOUNCEMENT**

The writer honestly states that he arranges this thesis by himself and without taking any works from other writers in S-1, S-2, S-3 degrees and in diploma degree of any university. The writer ascertains also that he does not take and quote any material from other works except from the references mentioned.

Semarang, October 2014

George Abdiel Agios S

## MOTTO AND DEDICATION

*“Commit your work to the Lord, then it will succeed”*

**(Proverbs 16:3)**

*“I know that You can do anything and that no one can stop You”*

**(Job 42:2)**

*“Dalam takut akan Tuhan ada ketenteraman yang besar, bahkan ada perlindungan bagi anak-anakNya”*

**(Amsal 14:26)**

*“Maksimalkan selalu potensi yang kamu miliki, sehingga kamu mendapatkan hasil yang maksimal dan percayalah bahwa potensi yang kamu miliki akan selalu berkembang”*

**(George Abdiel Agios S)**

*The writer dedicates this thesis to  
his lovely parents Bapak Pdt Susanto S.Th dan Ibu Roslina Gultom S.Th,  
his beloved brothers Giver and Gilbert  
to everyone who helped the writer arranging this thesis  
“Thank you for all the support, contribution, inspiration, pray and love”*

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The writer

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## ABSTRAK

Tanda-tanda pemberitahuan (*public notice*) yang ada di tempat umum dapat berupa peringatan dan rambu-rambu yang berisi berbagai macam pesan seperti larangan, informasi, promosi dan sebagainya. Berbagai pilihan kata atau kalimat digunakan untuk menyusun *public notice* dalam menyampaikan pesan. Penulis mengamati aksi, khususnya tindak ilokusi (*illocutionary act*) dan mengidentifikasi karakteristik yang dihasilkan dari *public notice* yang ada di tempat umum di Semarang. Penelitian ini termasuk penelitian pragmatik khususnya *speech act*. Metode simak bebas libat cakap digunakan oleh penulis dalam mengumpulkan data dan metode padan pragmatik digunakan untuk menganalisis data. Dalam tahap pemilihan sampel, penulis menggunakan metode *purposive sampling*. Hasil penelitian menunjukkan bahwa setiap *public notice* memiliki berbagai tindak ilokusinya sendiri-sendiri sesuai dengan berbagai pesan yang terkandung didalamnya. Ditemukan pula beberapa karakteristik dari *public notice* seperti ketidaklangsungan, keringkasan, aspek konteks, dan kesamaan makna dengan bentuk kata yang berbeda.

Kata kunci: *public notice, illocutionary act*

# **CHAPTER I**

## **INTRODUCTION**

### **I.1. Background of the Study**

As human being, people exactly use a tool to communicate each other. Language, spoken or written, is a tool to communicate between two people or more. It can be said that spoken language is used by people when they have an interaction directly and written language when people just read and then comprehend what the written text means. There is a little difference between spoken and written language.

A certain text has power to make the readers do what the written text says. The texts are written in appropriate expressions based on the situation where they were found and written. They can be written directly or indirectly. The texts are used as communication tool or device to convey the message. The communication device can be found through the texts or notices in the public places such as campuses, malls, roads and many other places. They can convey a rule, information and many more. We can call this text as a public notice in public places. Language especially text can be used to say what we are feeling, thinking, and referring to. Some public notices found in public places are also categorized as a discourse. People produce text to get a message across, to express ideas and beliefs, to explain something, to get other people to do certain things or to think in a certain way and so on, this complex of communicative purposes as the discourse that underlies the text and motivates its production in the first place. Discourse is communicative

purpose behind the text. A discourse can be organized in the form of sentence, clause, phrase and word. The form of a discourse can be a word as long as it is still related to the context. Although the words in the notices are short they contain a lot of meaning which can be delivered directly or indirectly to the readers. The speech act's aspect of the notices is interesting to discuss and explain by the writer especially the kinds of speech acts and the characteristics found in the public notice. The analysis of public notices can reveal that public notices explain more than just written text. A notice can be formed by a word or two words and it is not always formed in long sentences. The brevity of a public notice is one of important aspects to write a notice because people tend to more easily understand and pay attention to the short notice than to the lengthy one. There are some other characteristics interesting to discuss in this research such as brevity, indirectness, meaning, and context.

In this research, there are four main research problems regarding the illocutionary acts and characteristics of public notices in public places in Semarang which are what kinds of illocutionary acts conveyed by public notices, what the most common illocutionary acts of public notice found in public places, what the characteristics of a public notice, and what the meaning and message conveyed by the public notice.

Based on the background, the writer focuses on analyzing the kinds of speech act of public notices in public places especially the illocutionary acts and on identifying the characteristics in public notice. Therefore, the writer writes this

research entitled “The Illocutionary acts and characteristics of public notices in public places”.

### **I.2. Scope of the Study**

In order to make the research is easier to analyze, the writer should limit the scope of the study. The scope of the study is limited to the public notices which belong to the classification of speech acts.

### **I.3. Purpose of the Study**

Every research exactly has some purposes. In this research, the purposes are:

1. Identifying the kinds of illocutionary acts conveyed by public notices
2. Identifying the most common illocutionary acts of public notice found in public places
3. Searching for the characteristics of a public notice
4. Explaining the meaning and message conveyed by the public notice

### **I.4. Previous Study**

In writing this research the writer also used previous studies as a reference. The writer used the research by Ita Mariyana (2009) “*Illocutionary forces in the verbal outdoor cigarette advertisements in Semarang*” and Elvira Novita (2008) “*Directive illocutionary acts in the cartoon Finding Nemo*”. Both researchers discuss the use of speech act, especially the illocutionary aspect.

The first research describes the utterance and analyzes the illocutionary force of the utterance in cigarette advertisement billboard. It focuses on the utterances found in cigarette advertisement billboards which use some illocutionary points to promote their product. Ita used several reviews of literature to analyze the

definition of advertisement billboard and explain about speech act by several linguist theories. She used the cigarette advertisement billboards especially the texts as her data. In writing her research, she took cigarette advertisement billboards pictures in collecting the data. *Simak bebas libat cakap* method is her method to get the data then, she also used *padan* pragmatic and purposive sampling method to analyze her data. She used some books and theories as her reference to analyze her research such as Searle's theory in Jacob L Mey, Lyons' books and many other theories. As the result of her research, she got some conclusions such as there are 25 utterances in their data's research. She found that all of the utterances had directive point to persuade people to buy or to consume the cigarette's products. The cigarette advertisement also uses other illocutionary point to promote their product. She found that there are 12 of assertive data, 7 of directive point, 1 of commissive data, 5 of expressive data and no declaration data.

The second research wanted to identify the types of speech acts which are produced, to investigate kinds of directives illocutionary acts and analyze the components of illocutionary forces in cartoon movie Finding Nemo. She analyzed the types of speech act, directive illocutionary act and the components of illocutionary forces. She used books written by several linguists such as Searle, Levinson, Yule, Lyon, and Vanderveken. The type of her research is descriptive qualitative research. This type of research focuses on the fact of the data factually and objectively in purpose to get the truth of the data. Then, *simak* method is used because this method pays a good attention to the use of language. Elvira used *Simak* technique because she focused on the attention of the conversation in the process of

sending and collecting the accurate data with notes related to the topic. As the result of her research, she found there was a lot of data that include types of speech act and kinds of directives illocutionary acts.

It can be seen from these two researchers that both just discussed especially the type of speech act and illocutionary act only. On the other hand, the writer of this research did not only analyze the kinds of illocutionary act found in the public notices, but also explained some characteristics of the public notices. Sometimes people do not realize that there are some characteristics found in a public notice, this finding is one of the aspects that the writer wants to discuss in this research. Finally, this aspect is the difference's point compared with the two previous studies.

### **I.5. Organization of the writing**

This research is divided into several chapters such as:

#### **CHAPTER I                      INTRODUCTION**

It consists of background of the study, scope of the study, purpose of the study, previous study, and organization of the writing together with the short explanation of the research.

#### **CHAPTER II                    REVIEW OF LITERATURE**

It presents the related theories that are used to analyze the data for instance speech act, illocutionary acts, IFID's and public notice.

### CHAPTER III RESEARCH METHOD

This chapter explains the type of research, data, population, sample, data source, method of collecting data, and method of analyzing data.

### CHAPTER IV DATA ANALYSIS

This chapter presents the analysis of the data of the public notices in public places which have illocutionary points.

### CHAPTER V CONCLUSION

This chapter gives the conclusions of the research based on the analysis. It explains the findings of the research.



## **CHAPTER II**

### **REVIEW OF LITERATURE**

This chapter contains some theories which are used to analyze the data of this research. It deals with some theories of pragmatics such as speech act, illocutionary act, and illocutionary force. In addition to the concept of text, discourse study, context and public notice.

#### **II.1. Speech Act**

##### **II.1.1. Definition of Speech Act**

People always communicate each other. They exactly have certain intention for doing the communication. When they produce utterances, they have many purposes such as making statement, describing event, and stating of affair etc. The utterances are also used to do something such as to make question, order, request, forbid and many more. Those kinds of action are called speech act which is concerned with utterances. According to Searle, speech acts are the basic or minimal units of linguistic communication (1996:16). In keeping with the speech-act theory, the purpose of our communication is to deliver our message precisely in relation to the production of speech act.

Speech act are actions happening in the world, that is, they bring about a change in the existing state of affairs (hence the label 'performative utterance' which originally was attached to them)  
(Mey, 1993: 111-112)

People do not only produce utterances containing grammatical structures and words, they perform actions via those utterances. Actions performed via utterances are generally called speech act. (Yule,1996: 47) According to J.L Austin, speech act treats an utterance as an act performed by a speaker in a context with respect to an addressee.

Example :

(1) *You are fired*

Utterance (1) shows that people do not only produce utterance containing grammatical structure, but also an action. This utterance describes a situation where a boss has a great deal of power. This utterance is more than a statement.

(2) *I'm hungry*

Utterance (2) shows that the speaker does not solely state something. This utterance is not only telling to people that he is hungry, but also he is asking other to give him something to eat. It shows that the utterance also has a function to influence the listener to do action.

(3) *This tea is really cold!*

Utterance can also be interpreted as two different kinds of speech act which can be seen in utterance (3). The context of utterance (3) is on a wintry day, the speaker reaches a cup of tea. The tea has been freshly made and the utterance is produced to be an expression of complaint. We can see a different expression when the context is changed into a really hot summer's day and then a glass of iced tea is given to the speaker. The utterance here can be interpreted as a compliment related to the context of circumstance. We can conclude from the

explanation that there is more than one speech acts that can be found in an utterance.

### II.1.2 Level of Speech Act

When people produce utterance, they perform acts which consist of three levels of speech act. Speech act theory treats an utterance as an act performed by a speaker in a context with respect to the addressee. Austin(1932) distinguished three kinds of action within an utterance. He divides the act into three levels of speech act such as locutionary act, illocutionary act and prlocutionary act.

#### a. Locutionary act

Locutionary act is the basic act of utterance. This is the level which is connected with the production of utterance such as grammar, phonetic and phonology. Austin(1955) stated in his book entitled” *How to do things with words*” that locutionary act is the act of meaning conventionally.

Locutionary acts include phonetic acts, phatic acts and rhetic acts. Phonetics acts are acts of pronouncing sounds, phatic acts are acts of uttering word or sentence in accordance with the phonological and syntactic rules of the language to which they belong, and rhetic acts are acts of uttering a sentence with sense and more or less definite reference. (Oishi,2006:3-4).

Sometimes, we have a difficulty in forming the sounds and words to create a meaningful utterance in a language. This caused by a pronunciation difficulty of our tongue. This is the failure of producing a locutionaryact.We can conclude that locutionary act is used by a speaker to say something.

#### b. Illocutionary act

Sometimes we don't just produce well-formed utterances with no purpose but we form an utterance with some kinds of function in mind. Yule(1996:48) said that illocutionary act is performed via the communicative force of an utterance. People consider not just the syntactical elements of a language but the use of these elements in thinking, talking, and writing. Illocutionary act is the primary units of meaning of speech act.

(4) I've just made some coffee

For the example in utterance 4, its utterance could be a statement, an offer, an explanation, or for some other communicative purpose.

#### c. Perlocutionary act

This is the level of speech act that we do not, of course, simply create an utterance with a function without intending it to have an effect (Yule, 1996:48). We have an assumption in our mind that the hearer will recognize the effect we intended. Austin in Levinson said that perlocutionary act is the bringing about of effects on the audience by means , of uttering the sentence, such effects being special to the circumstances of utterance (1983: 236). We perform perlocutionary act that what we bring about or achieve by saying something, such as convincing, persuading, deterring, and even, say, surprising, or misleading. Lyons stated:

A perlocutionary act is an act performed by means of saying something, getting someone to believe that something is so, persuading to do something, moving someone to anger, consoling someone in his stress, etc. (1977:730)

The writer can conclude that perlocutionary act is an effect resulted from the utterance, it is the effect of locutionary and illocutionary act. We can see from the utterance 4 that the utterance “I’ve just made some coffe” can give the effect to the hearer to account for a wonderful smell or to get the hearer to drink some coffe.

### II.1.3. Kinds of Speech Act

According to Yule(1996:54-55), speech act is divided into two kinds. They are direct speech act and indirect speech act. To distinguish types or kinds of speech act, it can be made on the basis of structure. A fairly simple structural distinction between three general types of speech act is provided. The relationship of a structure and a function is a factor to distinguish an utterance to be direct or indirect speech act.

#### II.1.3.1 Direct speech act

Yule (1996:54-55) stated that whenever there is a direct relationship between a structure and a function, we have a direct speech act. For example, a declarative to make a request is an indirect speech act and when it is used to make a statement, it has function as a direct speech act.

(5) Open the door ( A father order his son)

#### II.1.3.2 Indirect speech act

Whenever there is an indirect relationship between a structure and a function, we have an indirect speech act. A declarative also can be used to make a

request in indirect speech act. Searl (1979:31-32) also stated about indirect speech act that

In indirect speech acts the speaker communicates to the hearer more than he actually says by way of relying on their mutually shared background information, both linguistic and non linguistic, together with general powers of rationality and inference on the part of the hearer.

(6) That cake looks nice

Indirect speech acts are generally associated with greater politeness in English than direct speech act.

#### II.1.4. The classification of speech act

Searl and Yule (1996:53-54) classified speech act into five types according to the general function:

1. Declarations<sup>1</sup> are those kinds of speech act that change the world via their utterance. (Yule, 1996:53)

For example: (7) Referee: You are out!

The speaker in uttering utterance (7) has a special institutional role, in specific context. He has a power to change the hearer via his utterance, so that the hearer will follow what the speaker said. The utterance is words change the world.

Declarations which effect immediate changes in the institutional state of affairs and which tend to rely on elaborate extra-linguistic institutions (paradigm cases: excommunicating, declaring war, christening, firing from employment) (Levinson, 1983:240)

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<sup>1</sup>Declarations term is used by Yule on his book *Pragmatics*. Vanderveken used Declarative term on his book *Meaning and speech act*.

2. Representatives<sup>2</sup> are the set of speech act circumstances which set up the speaker thinking. It requires the speaker to the reality of the statement uttered such as: asserting, concluding, etc. It makes words fit the world.

For example: (8) the earth is flat

Utterance (8) shows that everyone knows that earth is flat.

3. Expressives are those kinds of speech acts that describe feeling. It communicates the mental states which is formed statements of pleasure, pain, likes, dislikes, joy, sorrow, apologizing, welcoming, congratulating. It makes words fit the world.

For example: (9) that was great performance!

Utterance (9) indicates the compliment for someone of his great performance.

4. Directives are those kinds of speech acts that speakers use to tell somebody to do the speaker's utterance. They convey the speaker intention in mind. It can be a command, order, request, suggestion, and can be positive or negative. It makes the world fit words.

For example: (10) could you take that book, please?

Utterance (10) shows us that there is someone who wants the other to do what he says.

5. Commisives are those kinds of speech acts that speakers use to perform an action which related to some future action. They express what the speaker intends in

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<sup>2</sup>Representatives term is used by Yule on his book *Pragmatics*. Vanderveken used Assertives term on his book *Meaning and speech act*

the future. It includes promises, threats, refusals, pledges. It makes the world fit words.

For example: (11) I'll be back in an hour

Utterance (11) is kind of a commitment to the hearer that he will back in an hour.

## **II.2. Illocutionary Act**

### **II.2.1. Definition of Illocutionary Act**

Yule said that illocutionary act is performed via the communicative force of an utterance. Levinson (1983:237) stated:

“the illocutionary act is what is directly achieved by the conventional force associated with the issuance of a certain kind of utterance in accord with a conventional procedure, and is consequently determinate (in principle at least).”

Illocutionary act is committed by producing an utterance: by uttering a promise, a promise is made; by uttering a threat, a threat is made.

### **II.2.2. Basic of Illocutionary Act**

#### **a. Command**

It is kind of act that asks someone to do something. There is no choice to refuse in command. (Lyons, 1977:746)

#### **b. Statement**

It is kind of act to convey something. Lyons said that statement includes of declarative sentence to inform something. (Lyons, 1977:751)



### c. Question

It is kind of interrogative statement expected some answer from the hearer.(Lyons, 1977:755)

### II.2.3. Felicity condition

Felicity conditions are the appropriate conditions for a speech act to be recognized as intended. There are certain expected or appropriate circumstances in this condition. Searle in Renkema formulated four “felicity conditions” which illocution must meet. They are the propositional content, the preparatory condition, the sincerity condition, and the essential condition (1993:25).

### II.2.4. Illocutionary Force Indicating System (IFID)

Levinson in his book said that when the illocutionary force is somehow conventionally linked with explicit performatives and other illocutionary force indicating devices (1983:239). It is a communicative force’s value of a speaker utterance.

## II.3. IFIDs

IFID (Illocutionary Force Indicating Devices) is a device to analyze the value of illocutionary force in an utterance. According to Yule (1996:49) IFID is the indication in the speaker’s utterance of the communicative force of that utterance. Searl stated in Renkema (1993:26) that Illocutionary Force Indicating Devices (IFID) includes performative verbs, word order, intonation, accent, certain adverbs, and the mode of the verb. Vanderveken also stated the reference of

illocutionary acts are syntactic features, verb mood, tense (utterance's time), punctuation, and types of sentences. Based on IFID, the utterance does not only give a value of explicit illocution but also an implicit or indirect illocution.

### Performative verb

English and some other natural languages play a great figure in the performative verbs as the illocutionary markers such as promise, vow, inform, assure, predict, urge, require, resign, thank, and apologize. Austin in Vanderveken (1990:17) explained that these verbs are often used by speakers in order to make explicit the intended illocutionary forces of their utterances in the so-called performative verbs. Yule (1996:49) said that performative verb is a verb that explicitly names the speech act.

For example:

The performative verbs “promise” and “inform” in the sentences “I promise you that I’ll be back soon” and “I inform you that the flight is delayed” create an illocutionary acts explicitly. This is the formulation of IFID:

$$I + V_p + \text{You} + \text{that} + U$$

I = the first person singular

U = the utterances

V<sub>p</sub>= performative verb

You= the second person singular

It can be concluded from the formulation that the subject must be the first person subject (I), a performative verb written in the present tense and it followed by the an indirect object in the second person singular (you).

Vanderveken with the collaboration of Kenneth MacQueen (1990:169-219) stated that illocutionary force has relationship with the performative verbs. The performatives verbs divide into:

1. English assertive

Assertives commit the speaker to the truth of the expressed proposition. For example: assert, tell, caution, state, suggest, advice, inform, etc.

2. English commissive

Commissives commit the speaker to some future action. It consist of promise, offer, commit, agree, reject, etc.

3.English Directive

Directives have the intention of electing some sort of action on the part of the hearer. It consists of ask, urge, insist, tell, command, forbid, direct, warn, etc.

4. English Declarative

Declaratives are said to bring about a change in reality. It divides into declare, approve, confirm, appoint, etc.

5. English Expressive

Expressives make known the speaker's psychological attitude to a presupposed state of affairs. It consist of thank, praise, congratulate, welcome, etc.

#### **II.4. Syntactic type of Sentence**

Sentences have their own function based on the structure. To analyze the illocutionary force, there are some features of the illocutionary forces markers such as mood of the verb, word order, and intonation or punctuation signs. Vanderveken

(1990:14-15) classifies the different syntactic types of sentence in natural language into five types, they are:

1. Declarative sentence

The sentences which are used to say how things are.

For example: The house is beautiful

2. Conditional sentence

The sentences which are used to say with reserve and without a high commitment to the truth of the propositional content related to how things will be when certain specified or unspecified future facts exist.

For example: I would try that one

3. Imperative sentence

The sentences which are used to try to get the hearer to do something.

For example: Listen to me!

4. Interrogative sentence

The sentences which are used to ask question.

For example: Are you ready?

5. Exclamatory sentence

The sentences which are used to express the speaker's mental states.

For example: How glad I am that you can meet him a minute

## **II.5.The Component of Illocutionary force**

The illocutionary force is divided into six components such as an illocutionary point, a mode of achievement of an illocutionary point, propositional content, preparatory condition, sincerity condition, and a degree of strength (Vanderveken, 1990:103). The six components have a function to determine the conditions of success and of satisfaction of all speech acts with that force.

### **1. Illocutionary point**

This is the principal component of illocutionary force because it determines the direction of fit of utterances with that force. When a speaker performs an illocutionary act, he exactly has an intention and perlocutionary purpose on his mind. Searl and Vanderveken (1990: 105) argued that there are five basic illocutionary points of utterances, they are:

- a. The assertive point which consists of representing as actual a state of affairs
- b. The commissive point which consists of committing the speaker to a future course of action
- c. The directive point which consists of making an attempt to get the hearer to do something
- d. The declarative point which consists of performing an action which brings into existence a state of affairs by representing oneself as performing that action
- e. The expressive point which consists of expressing propositional attitudes of the speaker about a state of affairs

The performatives verb is not the only parameter to determine the speech act which public notice brings. This caused by not all public notices use

performatives verb, some public notices convey the message indirectly. Understanding the message and meaning is the main parameter to determine that public notice belongs to.

Vanderveken (1990:105-106) stated that there are four possible directions of fit of utterances and these four directions of fit correspond naturally the five illocutionary point. They are:

1. The words-to-world direction of fit

Its propositional content fits a state of affairs existing in general independently in the world. It represents how things are in the world.

It is the assertive point such as predictions, testimonies, conjectures, statements, and objections.

2. The world-to-words direction of fit

The world is transformed to fit the propositional content. It gets the world to be transformed by the future course of action of the speaker or the hearer in order to match the propositional content of the utterance. It is the commissive or directive point such as promises, vows, recommendations, supplications, and demands.

3. The double direction of fit

The world is transformed by the present action of the speaker to fit the propositional content by the fact that the speaker represents it as being so transformed. It is declarative point such as appointing, nominating, endorsing, and naming. It gets the world to match the propositional content.

#### 4. The null or empty direction of fit

The propositional content is in general to be true. It is the expressive point such as apologies, thanks, congratulations, and condolences. It expresses propositional attitude of the speaker about the state of affairs represented by the propositional content.

#### 2. Mode of achievement

Vanderveken said that this is the component which determines how its point must be achieved on the propositional content in a successful performance of an act with that force (1990:110). A mode of achievement is a special mode of achievement of an illocutionary point when it properly restricts the conditions of achievement of that point.

#### 3. Propositional content condition

Vanderveken explained that some illocutionary forces impose conditions on the set of propositions that can be taken as propositional contents of acts with that force in a context of utterance (1990:112).

The propositional content of a report must represent a state of affairs which is either past or present with respect to the moment of the utterance. Some propositional content conditions are determined by their illocutionary point. (Vanderveken, 1990: 112)

#### 4. Preparatory condition

According to Vanderveken, a speaker presupposes the truth of certain prepositions in the context of his utterance. His performance of an illocutionary act would be defective in context.

Such conditions which are necessary for the successful and non defective performance of speech acts are called in illocutionary logic preparatory conditions. They are determined by illocutionary point. (Vanderveken, 1990:114)

#### 5. Sincerity condition

A speaker can of course express a mental state he doesn't have, and this is why illocutionary acts have sincerity conditions. Sincerity conditions are features intrinsic to illocutionary forces.

#### 6. Degree of strength

The illocutionary force influences the mental states which enter into the sincerity conditions of speech acts are expressed with different degrees of strength. It correlates with the greater of a speech act. Vanderveken stated that degree of strength is in general orally expressed by the intonation contour in English and in other actual natural languages (1990:119)

## **II.6. Public Notice**

### 1. Text

A text can be defined as an actual use of language, as distinct from a sentence which is an abstract unit of linguistic analysis.

According to Widdowson, a piece of language as a text as soon as we recognize that it had been produced for communicative purpose, a text as a purposeful use of language without necessarily being able to interpret just what is meant by it. (Widdowson, 2007:4)



To understand the meaning of a text, we also have to understand the context and situation of that text found. As the writer understood from the meaning of text which has function as communicative purpose, so we exactly relate the text to other aspect or situation of the text. People produce texts to get a message across, to express ideas and beliefs, to explain something, to get other people to do certain things or to think in a certain way, and so on. There are many other functions of text such as notice, labels, instructions, to give information, express a point of view, shape opinion, provide entertainment, request, warning etc.

## 2. Public Notice

Public notice is a notice given to the public regarding certain types of legal proceedings. In government, public notices are issued by a government agency or legislative body in certain rulemaking or lawmaking proceeding. Meriam Webster dictionary (2014) explained that the notice is warning or intimation of something, announcement: the announcement of a party's intention to quit an agreement or relation at a specified time. Public notice is written or printed announcement, a short critical account or review. Thesaurus(2014)stated that notice is an announcement containing information about an event, the act of noticing or paying attention, a request for payment, the notification stated the grace period and the penalties for defaulting, a sign posted in a public place as an advertisement etc.

## **CHAPTER III**

### **RESEARCH METHODS**

This research used some methods in getting the conclusion of the research. This chapter contains type of research, data, population, samples, data source, methods of collecting data, and methods of analyzing data. These methods will help the writer to get the purpose of the research.

#### **III.1. Type of Research**

To do this research the writer must know the type of research that will be used to analyze the data. This research is called pragmatic research because it discusses illocutionary acts especially those produced in public notices in Semarang. The writer uses descriptive qualitative research because the writer wants to describe the use of public notices systematically. The quantity of the data does not become a consideration for the writer. The quality method is used because the writer concerns with the use of public notices in public places. Therefore, the type of this research can be classified as qualitative research which gives a description for the phenomena of the language use in public notices without considering the amount of the data.

### **III.2. Data, Population, Sample, and Data Source**

The writer uses primary data in this research because the writer took the data directly from the public places in Semarang. The population of this research is all the objects of the research which are public notices in public places. Then, purposive sampling technique is used in this research because the writer has a certain purpose, especially to describe several phenomena of the use of public notices.

### **III.3. Method of Collecting Data**

The writer must have methods to help him accomplish his research. The chosen method is one of factors which help the writer to get as good data as possible. In this research, the writer used observation method because he collects the data by observing the language use of public notices, takes pictures of the public notices in public places and then identifies the use of public notices and interprets its essential meaning. The writer uses *Simak bebas libat cakap* by Sudaryanto (1993:134-135) as his method. It is also used as the method because he does not need participant in his research or it is non participant observation.

The data are found in many places, so the writer also uses note-taking technique to collect the data. The writer also collects the data by collecting the pictures of public notices.

#### **III.4. Method of Analyzing Data**

To analyze the data, the writer also needs a device. Sudaryanto (1993:6) gives a description that the method used to analyze is a technique used to analyze collected data. He gives two methods of analyzing data, they are *metode padan* and *metode agih* (Sudaryanto, 1993:13). This research also concerns with the utterance stated in public notices. So, the writer also needs pragmatic method. Finally, the writer used *Padan* pragmatics method because he thinks that the method has something to do with the relationship between public notices and the theory of speech acts. In this research, the writer also relates the public notices to the context of the public notices so that the writer also uses Sudaryanto's method as the method of analyzing data.

## **CHAPTER IV**

### **DATA ANALYSIS**

This chapter presents the result of the data analysis. Data of this research are utterances in public notices in public places, so the writer focuses on that public notices in public places in Semarang. There are so many public notices from many public places such as campuses, roads, malls etc.

Using the theories by Yule and Vanderveken(1996,1990), the writer collected 50 public notices, then analyzed them and discussed the aspect of their illocutionary acts. The data have five kinds of speech act namely assertives<sup>1</sup>, commissives, directives, declaratives<sup>2</sup> and expressive. The writer also found some additional interesting findings after analyzing the data. Based on chapter 2, people produce texts or public notices to get a message across, to express ideas and beliefs, to explain something, to get other people to do or to think in a certain way and so on related to the function of the text. Public notices can be a notice, instruction, giving information, request, advertisement etc. In addition, the writer also found that the form of the utterance in public notice has same message and function conveyed to people differently.

#### **IV.1. Kindsof Speech Acts**

##### **IV.1.1. Assertives**

In this research, the writer found several utterances in public notices classified as representatives. They are divided according to several performative verbs such as:

## **1. Assert**

Assert is sometimes used in the stronger sense of positively asserting as opposed to denying, in which case it is a strong assertive relative to its primitive use. Assert is stronger than tell, inform or report. Data (7), (35) and (48) are the examples of assert.

Data (7): No Smoking Area!

This public notice is formed by 3 words, such as “No”, “smoking”, and “area”. These words have their own lexical meaning. The word “No” used to indicate that something is not allowed. “Smoking” means the activity or habit of smoking cigarettes. The word “area” means a part of a place that has a specific use. Based on the public notice, it shows the assertive point of assert directly. The IFID’s analysis can be used to show the assertive point because there is no performative verb in this utterance. According to IFID’s, the utterance will be “I assert you that it is no smoking area”

### **a. Illocutionary point**

This utterance shows the assertive point of assert that it asserts people or the readers that it is not smoking area so that they are not allowed to smoke in this area. The utterance doesn’t change the essential meaning and condition therefore it shows words to world direction of fit. By this public notice, the writer of this public notice has an expectation that the reader will comprehend the message of this public notice about no smoking area.

b. Mode of Achievement

The writer of this public notice wants the reader to comprehend the assertion that it is no smoking area.

c. Propositional content condition

Based on the public notice point of view, this utterance refers to present condition. The writer explains that there is an assertion of this utterance about no smoking area. There is an expectation of the public notice that reflects the future action of people to not smoking in this area or this no smoking area.

d. Preparatory condition

The writer of this public notice presupposes that people are still practicing their habit of smoking in this area. Therefore, he wants to assert people that this is no smoking area.

e. Sincerity condition

The writer wants to convey the message that the habit of smoking in this area should be stopped. Actually, this utterance wants the readers to do what the public notice says

f. Degree of strength

The degree of strength of an assertion is greater than telling. This utterance conveys a serious point of the public notice. It also includes in strong statement since “assert” is stronger than “tell”.

## **2. State**

According to Vanderveken, state while naming the same force as well as claim and affirm. It has a nuance of entering into a larger or more formal discourse as a statement. It can be found in data(22).

Data 22: Habis “Sold out”

This utterance consists of a word “habis”. Lexically meaning, “habis” or “sold out” means to have sold all the stock. This utterance can’t be understood clearly yet before understanding the context of where it is found and what goods are sold. The context of this public notice is in the gas station where the gas is sold out. Although this notice is only a word however it can explain the meaning clearly by the context and the shared knowledge that people have. Based on the IFID’s, this utterance can be “I state that (the gas) is sold out”. The word “gas” is disappeared.

### **a. Illocutionary point**

This utterance reflects an assertives point since it contains of statement. The writer wants to represent an actual event exists in the world. The direction of fit is the words-to-world direction of fit.

### **b. Mode of Achievement**

This utterance belongs into assertive point which tries to tell something to the readers. In this utterance, the information conveyed is the statement that the gas is sold out.



c. Propositional content condition

The utterance refers to present condition. The action will refer to the future condition when the gas will be sold again in the future so that it is potentially obtained.

d. Preparatory condition

The writer assumes that the reader will understand the information conveyed easily while it is formed by a word. The writer assumes that the readers can understand the meaning by the context of where it is found.

e. Sincerity condition

The utterance actually wants to inform or tell the readers about the statement that the gas is sold out. Hopefully, the readers can comprehend this information easily.

f. Degree of strength

The degree of strength of state is weaker than affirm and claim inasmuch as it differs from the way of right or “ownership”.

The writer makes this assertive point in purpose to action of state. Although this public notice is only a word but it can represent the state action which is related to the context of the utterance.

### **3. Suggest**

Assertive in suggest also has a directive and an assertive use. In the assertive use, to suggest something is to bring it to the mind of the hearer without necessarily explicitly affirming it. It can be found in data(49).

Data 49: Prestasi Yes, Narkoba No “Yes for achievement, No for drug”

This utterance is formed by four words such as: “prestasi”, “yes”, “narkoba”, and “no”. According to the lexical meaning, “prestasi” or “achievement” is the action or process of achieving something. Second, “yes” is used for answering and saying that something is true or correct. “Narkoba” is a kind of drug that danger for body. The last, “no” means to give a negative reply. We can draw the conclusion for the explanation above that we have to say yes for achievement and no for drugs. According to IFID’s, the utterance becomes “I suggest that you say yes for achievement and no for drugs”.

a. Illocutionary point

This utterance is classified into assertive point that reflects the writer’s expectation. This utterance expects the reader to do something in the future, especially if the context of this utterance is in campus area, so we as a university student have to chase achievements and avoid the drugs. Based on the direction of fit, it includes in world-to-words direction of fit.

b. Mode of Achievement

The utterance wishes the readers could reach the writer’s expectation or fulfill the utterance suggestion. Getting achievements and avoiding the drugs is good for them.

c. Propositional content condition

This utterance refers to the future condition and reflects the expectation to the readers. The readers are expected to do the writer’s expectation. The act of

suggesting refers to the future action that the readers especially students will do as suggested.

d. Preparatory condition

The writer of this public notice assumes that the readers have capabilities to do the suggestion in the future which is reaching achievements and avoiding drugs.

e. Sincerity condition

This utterance actually wants the reader to do as the utterance suggests. The readers are suggested that they say yes for achievements and say no for drugs. Having achievement and avoiding drugs will make our life better.

f. Degree of strength

A suggestion is weaker than assert in degree of strength, however it has a stronger strength than tell.

In sum, suggestion is categorized into assertives, since it suggests that the readers do something such as to say yes for achievements and say no for drugs. By giving the suggestion, there is a hope that university student will free from drugs and chase achievements.

#### **4. Advice**

To advice is like to warn, except that the additional presupposition is to the effect that what is advised is good for the hearer. In this point the writer found 1 public notice. It is data (28).

Data 28: Anda tertib jalan lancar “You drive well so the street is pleasant”

This public notice or utterance is formed by 4 words, such as “Anda”, “tertib”, “jalan”, “lancar”. Lexically meaning, “anda” or “you” indicates people in general, everyone or any one. The word “tertib” or “order” is described as the way in which people or things are placed or arranged in relation to each other. “Jalan” or “street” means public road in a city. The last, “lancar” or “pleasant” means giving pleasure feeling. In English, it can be “you drive well so the street is pleasant”. Based on the IFID’s, this utterance can be “I advise you to drive in a good order so that the street will be pleasant”.

a. Illocutionary point

Advising reflects the assertive point. It is like a warning and the additional presupposition of the effect what is advised is good for the reader. It represents how things are in the world, so it reflects the word-to-world direction of fit.

b. Mode of Achievement

The writer wants the reader to understand, receive and do what is conveyed. The readers are expected to comprehend the advice given, especially the way to make people regulated so that the street will be pleasant.

c. Propositional content condition

This utterance reflects the present and future condition inasmuch as this public notice is used to advice the readers especially the riders. Present condition reflects the time of the readers feeling at the time of reading. Then, this utterance reflects the future condition when the traffic is not heavy.

d. Preparatory condition

By this utterance, the writer assumes that the readers can follow the advice in effort to make the traffic is not heavy. There is an assumption that the readers will order to obey the rule so that the traffic is pleasant.

e. Sincerity condition

The writer wants the reader to drive in order so that the traffic will be pleasant.

f. Degree of strength

This advice action is greater than warn or caution because it presupposes the effect what is advised is good for the reader.

In sum, advice gives the good information for the hearer. This utterance belongs to assertive point of advice.

## **5. Inform**

To inform is to give information about something with assertive point that the hearer does not already know. This kind of assertive point of inform can be found in data(1), (3),(4), (9),(10), (20), (30), (38) and (47).

Data 1: km76

Data 9: 11 Persons

These two utterances have function as an inform, however data 9 is not only functioning as an inform but also as a tell. There is an indirect speech act in data 9 which is related to the context of where the utterance is found. Data 1 consists of two words, namely “km” and “76”. Based on the lexical meaning, “km” or “kilometre” is a metric unit of length and “76” is a number of quantity. Therefore,

the utterance means that we now are in the kilometre 76. This public notice is found in the roads, so we can conclude that it tries to inform the readers that they are now in kilometre 76. This utterance only has two words but it can inform the reader well. Based on the IFID's, this utterance can be "I inform you that you are in KM 76 now"

Data 9 also has two words, they are "11" and "persons". In lexical meaning, "11" means the number eleven and "persons" means a human being as an individual. By these two words, it can inform the reader about 11 persons. However, this utterance can't be understood easily without understanding the context and situation where the public notice is. The context of this utterance is in a lift and for the user of the lift. This utterance is not only informing the user of lift about capacity of the lift but also it is directly telling the user not to use the lift over the capacity. In such a way, there are two functions in data 9 that are first, as inform and second, as indirectly tell. Based on IFID's this utterance can be "I inform you that the capacity of this lift is 11 persons".

a. Illocutionary point

The writer categorizes these two utterances into assertive point of inform since it gives information to the reader. It is words to world direction of fit.

b. Mode of Achievement

The writer of this public notice wants the reader to know the information that is delivered. The readers are expected to conceive the main point of the information, it is not only an information but it is also telling the reader about the condition of the utterance as in data 9.

c. Propositional content condition

This utterance informs the condition without changing the existent condition. It can refer to the present condition and future condition as long as this utterance is read.

d. Preparatory condition

The purpose of this utterance is to inform something, so the writer presumes that the readers have not known yet about it. The reader have not known yet about how many kilometre they drive and how many capacities of the lift.

e. Sincerity condition

The writer of this public notice wants to show that this information is need to know by the reader. After knowing the information, the reader will have some ideas and then make a decision.

f. Degree of strength

The act of an inform has a weaker degree of strength than assert. This utterance only gives information that should be known by the reader.

In brief, inform belongs to the assertive point because it gives an information to the reader that the writer presume they have not known yet. There is also a different intention of the utterance seeing the form of the utterance so we need to understand the context of the public notice too.

#### **IV.1.2. Commisives**

The writer found two utterances in public notices classified as commissives which include performative verbs such as promise and offer. This point is a kind of commitment that will be fulfilled in the future.

##### **1. Promise**

Promise is considered the paradigm of commissive verbs. This commissive point of promise can be found in data(50).

Data 50: Disini akan dibangun auditorium Undip

“An auditorium of Diponegoro University will be built here”

This utterance is formed by 5 words, “disini”, “akan”, “dibangun”, “auditorium”, and “Undip”. In lexical meaning, “disini” or “here” means in, at or to this position or place. “Akan” or “will” used for talking about predicting the future. “Dibangun” or “built” means to make or construct something by putting parts or material together. Then, “auditorium” is the part of theatre, and the last “Undip” is University of Diponegoro. Briefly, the writer thinks that this utterance becomes a kind of promise that promising the reader that an auditorium of University of Diponegoro will be built here. The word “akan” or “will” becomes a marker of a certain action that will be fulfilled in the future. Though there is word “will” that indicates the future action, this utterance is still a performative verb namely “promise”. Based on IFID’s this utterance becomes “I promise you that an auditorium of Diponegoro University will be built here”



a. Illocutionary point

This utterance belongs to commissive point of promise because there is an indication of the action that will be fulfilled in the future. This utterance gets the world to be transformed by the future course of action of the reader in order to match the propositional content of the utterance.

b. Mode of Achievement

The writer of this public notice hopes the reader can understand and believe in the promise conveyed by this public notice.

c. Propositional content condition

This utterance reflects an action in the future and the commitment of a promise that will be fulfilled by the writer of this public notice in the future.

d. Preparatory condition

The writer presupposes that the readers have not known yet about it so this utterance brings a promise to the readers that “an auditorium will be built here” in the future.

e. Sincerity condition

The context of this utterance is in Diponegoro University area and this auditorium is one of infrastructures which Undip plans and has, so that this utterance will be completed in the future action.

f. Degree of strength

The promise act is weaker than guarantee act.

In conclusion, the act of promising is belonged to commissives, because it will carry out a commitment in the future action. There is a word “akan” or “will” that indicates a future action.

## **2. Offer**

An offer is a promise that is conditional upon the hearer's acceptance.

To make an offer is to put something forward for another choice. To offer, then, is to perform a conditional commissive, for instance, in data(32),(33), and(34).

Data 33: Copy 2 buku bayar 1 buku “Copy 2 books pay 1 book”

The utterance contains of 5 words, they are “Copy”, “2”, “buku”, “bayar”, and “1”. In lexical meaning, “copy” means a thing that is made to look like something else. “1” and “2” indicates a number. “Buku” or “book” means a number of printed or written sheets fastened together within a cover. The last is “bayar” or ‘pay’, it means to give some money for work, goods, services, etc. From the explanation, the writer can conclude that it is kind of an offer to the reader by an offer when you copy 2 books you just pay 1 book. According to IFID's, this utterance becomes “I offer you, Copy 2 books pay 1 book” or “I give you an offer, copy 2 books pay 1 book”.

### **a. Illocutionary point**

This utterance reflects a commissive point of offer because an offer is to put something forward for another choice. The world is transformed to fit the propositional content with the result that it is the world-to-words direction of fit.

b. Mode of Achievement

This utterance is categorized into an offer, so a successful performance of an act really depends on the realization of the offer itself.

c. Propositional content condition

This utterance represents an action in the future condition. The propositional content of an offer must represent a matter of fact of offering in the future.

d. Preparatory condition

The writer presupposes that not everyone have known about the offer “copy 2 buku bayar 1 buku” or “copy 2 books pay 1 book”. By an offer, the readers will know that there is an offer when they copy 2 books they only need to pay 1 book and after that they will be interest in it.

e. Sincerity condition

This utterance tries to make the readers or people interested in the offer. By performing this act, the writer of this public notice gives a choice to people to take the offer or not.

f. Degree of strength

This act has a weaker degree of strength than the act of promise because it still needs people choice whether they want to take the offer or not.

Briefly, an offer is grouped into commissive point. It represents a future action that enables the readers to choose an option.

#### **IV.1.3. Directives**

##### **1. Ask**

Ask is categorized into directive point. It has two directive uses, one can ask someone to do something or asking him questions. In the first use, “ask” names the same illocutionary force as “request”. In the second use, to ask a question is to request the hearer to perform future action. This can be seen in data (13), (24), (25), (31) and (37)

Data (55) : Mau rumah di surga? Booking dari sekarang

“Would you like a house in heaven? Book now”

This public notice consists of 2 utterances. First, the utterance consists of 3 words such as “mau” or “would”, “rumah” or “house”, “di surga” or “in heaven”. The second consists of 3 words, “Booking”, “dari” or “heaven” and “sekarang”. Based on the lexical meaning, “mau” or “would” is used in polite request. “rumah” or “house” means a building made for people to live in, and “di surga” or “in heaven” describes a place believed to be the home of God and good people after death. The second utterance, first, “booking” means reserving of a place, “dari” or “from” means preposition which indicating the time at which something starts and “sekarang” or “now” means at the present of time. It can be summarized that this utterance is asking the reader “would you like a house in heaven? Book now”

This utterance is an interrogative sentence. It has an indirect speech act since it is not only counting on an answer of “yes” or “no” but it also actually has a function related to the context of situation. The situation needed to understand is this public notice is an alms advertisement so that we have to relate this not only an asking but also a giving alms advertisement. It has two kinds of point are question

and command. Based on IFID's, it can be "I ask you whether you would a house in heaven? I command you to book now."

a. Illocutionary point

These utterances are categorized into directive point. This public notice consists of two utterances, "mau rumah disurga?" and "booking dari sekarang". It reflects that the indirect speech act which is shown proves that there is an indirect relationship between a structure and a function. The first utterance is still direct speech act for the reason that it asks the readers whether they would like a house in heaven or not. The following utterance illustrates the indirect speech act since it commands the readers to book a house in heaven. It actually commands the readers to give alms to the alms company. People believe that by giving the alms they will go to heaven or conversely they have booked a place in heaven. This utterance gets the world to be transformed by the future action, with the intention that it is the world to-word direction of fit.

b. Mode of achievement

As it is a directive point so it desires the readers to do what the utterance says. The public notice asks the readers whether they would a house in heaven, if they say yes so they have to book now by giving alms to them. People believe that giving alms is one of the ways to get people going to heaven. The writer wants the reader to comprehend that this public notice especially giving alms is important for them.

c. Propositional content condition

Informing and advising to give alms is the point of this public notice. Therefore, it reflects present action linked up to the future action. The writer expects the answer and action of giving the alms by the reader.

d. Preparatory Condition

The readers have to assume the intention meaning by themselves because the public notice is written indirectly. The writer presumes that the readers will comprehend the intention meaning easily by understanding the context of what this public notice is made for.

e. Sincerity condition

The writer wants the readers to understand the indirect meaning of this public notice for the reason that it is an important information especially for Moslem people. The writer desires the readers to give their alms to the company with the intention of going to heaven.

f. Degree of Strength

This utterance is weak since it just asks the readers and expects answer from the readers. A command to book now is also weak because the first utterance just asks the readers whether they would go to heaven without requiring them to answer yes. As a result the readers can choose to answer “no” or they don’t want to go to heaven.

This public notice consists of two utterances with a different action such as ask and command. The readers have to understand the intention meaning of this

public notice by themselves for the reason that this information is conveyed indirectly.

## **2. Insist**

To insist is to direct in a persistent way. This mode of achievement increases the degree of strength. Data (36) belonged to directive point of insist.

Data 53: Perhatian, demi keamanan dilarang duduk diatas kendaraan

“Attention, for the safety it is not permitted to sit on the vehicle”

Seven words built this utterance as “perhatian”, “demi”, “keamanan”, “dilarang”, “duduk”, “diatas”, and “kendaraan”. In English, this utterance becomes “Attention, for the safety it is not permitted to sit on the vehicle”. Based on the lexical meaning, “perhatian” or “attention” is the action of turning one’s mind to something or noticing something. Then, “demi” or “for” refers to something. After that, “keamanan” or “safety” is the state of being safe. “Dilarang” or “forbid” reflects an order for someone not to do something, “duduk” or “sit” means to be in position in which one’s bottom is resting on a chair. Then, “diatas” or “on” indicates a location of someone and the last, “kendaraan” or “vehicle” means thing used for transporting goods or people.

Based on IFID’s, the utterance doesn’t have performative verb so if there is a performative verb, it will be “I insist you, for safety it is not permitted to sit on the vehicle”.

a. Illocutionary point

The point of the utterance is directive because it tries to get the reader to do something. The readers are expected to do as public notice says: “not to sit on vehicle for the reason of safety”. It is included in the world-to-words direction of fit.

b. Mode of Achievement

The public notice insists the reader to fulfill the public notice. There is an expectation that the reader could do the expectation. The utterance gets the reader not to sit on vehicle for the reason of safety.

c. Proportional content condition

The act of insisting concerns with the future action and reflects expectation to the reader. After reading the utterance, the readers are hoped doing the utterance expectation which is not sitting on the vehicle.

d. Preparatory condition

The writer of this public notice presupposes that people used to sit on the vehicle so that this notice is made to insist them not sitting on vehicle while assuming people will be able to fulfill the utterance insists.

e. Sincerity condition

The utterance actually wants the readers to do as the speaker insists because this notice is made for safety. After reading the utterance, there is a hope that the incident of sitting on the vehicle before can be avoided.



f. Degree of strength

The insisting act is greater than the act of cautioning or telling. It has a stronger force to the reader.

The act of insisting is a strong performative verb in directive point. It gets the readers to do the information conveyed.

### **3. Tell**

To tell someone to do something is to direct him in a way that does not allow the optional of refusal. This kind of directive point of tell can be seen from data (6),(8),(11), (15), (43), (44) and (45).

#### **Data 8: Plastic/Bottle/Paper**

This public notice actually use a word only. The lexical meaning of plastic refers to something or good made of plastic. Then, “bottle” refers to a glass or plastic container, usually with a narrow neck, used for storing liquids. After that, “paper” refers to a material made in thin sheets and used for writing, drawing etc. After knowing the lexical meaning, we can’t still guess or understand the intention of the notice yet, so that the context of the public notice is needed. These three words are found in rubbish’s basket therefore, the readers will guess what the functions of these words are. Based on the context of place it found, this public notice has function as telling the readers information of where the plastic, paper and bottle rubbish should be threw out. Based on IFID’s, this notice can be “I tell you this is the place to throw out plastic, bottle, and paper”.

a. Illocutionary point

This utterance is categorized into directive point especially performative verb, tell. It gets the reader to do something in the future for example to get the reader to throw their plastic, bottle and paper's rubbish out in plastic, bottle and paper rubbish basket. It is world-to-words direction of fit.

b. Mode of Achievement

The writer wants the reader to do the writer's expectation namely to throw the rubbish out on the right rubbish's basket.

c. Propositional content condition

The notice includes the directive point that reflects to the present and future condition. The purpose of this notice is to tell and to give the information about the right place to throw their rubbish out.

d. Preparatory condition

The writer presupposes that the readers have capabilities to do the expectation. The readers are assumed to be able to throw the plastic, bottle, and paper's rubbish out to the right place.

e. Sincerity condition

The readers are required to know where they should throw out their rubbish to appropriate basket's rubbish for plastic, bottle and paper are different.

f. Degree of strength

The act of tell is weaker than insist and order.

In sum, this public notice is categorized into directive point of tell. It gets the readers to do something.

#### **4. Command**

A command requires authority or at least pretended institutionalized power. This kind of directive point of command can be seen from data (12).

Data 12: Rawatlah daku “Heed me/ Take care of me”

The utterance contains of two words, “rawatlah” and “daku”. Along with the lexical meaning, “rawatlah” or “heed” means to pay attention to something and “daku” or “me” means the person who is the speaker or the writer. In English it can be “Heed me”. We have to know what thing that refers to word “me” in this context. The word “me” represents a plant so that it command the readers to heed the plant and flower. Based on IFID’s, it can be “I command you to take care of me (plant)”.

##### **a. Illocutionary point**

The point of this utterance is directives for the reason that it tries to get the readers to do something. This is categorized into command point since it gets the world to be transformed by the future action whereas it uses the world-to-words direction of fit.

##### **b. Mode of Achievement**

The utterance commands the reader to fulfill the writer’s command which is to heed or take care of the plant.

c. Propositional content condition

The act of commanding refers to the future action so that the writer wants the readers to comprehend the information.

d. Preparatory condition

There is an assumption that the readers will comprehend the command and then they will heed or take care of the plant.

e. Sincerity condition

The writer tries to give information to the readers by commanding them to heed or take care of the plant in order that the plant will be well taken care of.

f. Degree of strength

The degree of strength command is stronger than tell.

In brief, this utterance belonged to directives point especially command point. It reflects the future action, particularly the effect of the readers to heed or take care of the plant in the future.

## **5. Forbid**

Forbidding is the propositional negation of ordering. To forbid a hearer to do something is just to order him not to do it, for example it can be seen from data (2), (14), (17), (21), (41), and (42).

Data 21: Dilarang merokok “No smoking”

The public notice consists of two words such as “dilarang” and “merokok”. In relation to the lexical meaning, “dilarang” or “forbid” means an order to someone not to do something. Then, “merokok” or “smoking” means the activity or

habit of smoking cigarettes. In good English, this utterance can be “No smoking”. It doesn’t need a performative verbs because the word “dilarang” has indicated the performative verb of forbid.

a. Illocutionary point

This utterance is included in directive point of forbid. It attempts to get the readers do something in the future. It forbids the readers to smoke so that after they read the notice they will not smoke in that area. It uses the world-to-words direction of fit.

b. Mode of Achievement

The purpose of this utterance is to forbid the readers to smoke in the area or it the readers are not allowed to smoke.

c. Propositional content condition

The utterance reflects to the present condition since it is read by the readers at the time of reading. When the readers read the public notice, they won’t smoke there or they will turn off their cigarette.

d. Preparatory condition

The writer presupposes that the readers will comprehend and obey the public notice. They will avoid smoking in that area.

e. Sincerity condition

The writer wants to show the reader that this information of forbidding them not to smoke is important for their life and also for other people.

f. Degree of strength

This kind of forbid action has a weaker degree of strength than prohibit action.

This utterance belonged to directive point of forbid. It is marked by the word “dilarang” so that it gets the readers to do action such as not smoking.

## **6. Direct**

Direct in this primitive use here will be taken to be natural in this regard, and thus to have no special mode of achievement. This kind of directive point of direct can be seen from data (11) and (23).

Data 11: Ke kiri Jogja/ Solo “Go to left to Jogja/Solo”

“Ke kiri Jogja/ Solo” consists of 4 words, they are “ke”;kiri”, “Jogja” and “Solo”. “Ke” or “to” means indicator of specific direction. “kiri” or “left” is a side or area. “Jogja” and “Solo” indicates a city. This utterance tries to direct the reader to Jogja or Solo. Seeing the context of this utterance here the writer of this utterance directs the reader to a tollroad to Jogja and Solo in the left. Based on IFID’s, this utterance doesn’t have performatives verb, so to make it appropriate it can be changed into “I direct you to go to left to Jogja/Solo”.

a. Illocutionary point

People will not understand what the meaning of this utterance is without understanding the context of the utterance. This utterance belonged to directive point of direct since it wants the readers to do something in the future. Based on the direction of fit, this utterance includes in the world to words direction of fit.

b. Mode of Achievement

The writer of the public notice wants the reader to do or follow the direction.

This public notice is made to make the reader or people especially who are going to go to Jogja or Solo can use the tollroad to save time.

c. Proportional condition

This utterance refers to the future action that has not been done yet. Going upon the context, the utterance refers to the future action to direct people to take the tollroad to go to Jogja or Solo.

d. Preparatory condition

The writer assumes that the readers have capabilities directing the direction to use the tollroad to go to Jogja or Solo.

e. Sincerity condition

The writer of this public notice wants the reader to do the direction, so the expectation will be fulfilled.

f. Degree of strength

Direct is stronger than suggest. The reader is given an optional to take or refuse the direction.

From the explanation above, there is a clear example of the performative verb of direct point. The readers have to relate the utterance to the context of where it is found to comprehend the intended meaning.

## 7. Warn

The directive use is a proposition of a future prediction that there is a presumption of bad condition that the hearer will get and that there is still some possibility of avoiding the misfortune. It can be found in data(18) and (27).

Data 18: *Awas!!! Ngebut benjut* “Be careful!!!Driving fast, get injured”

This utterance has three words, “awas”, “ngebut” and “benjut”. Each word has its own lexical meaning. The word “awas” or “be careful” means doing something such as taking care or avoiding hurting oneself. Then, the word “ngebut” or “speeding” means drive the vehicle quickly. After that, “benjut” or “injured” means hurt or wounded. In English, this utterance can be “Be careful!!! Driving fast, get injured”. Based on IFID’s, the utterance becomes “I warn you to be careful, if you drive fast, it results in getting injured”

### a. Illocutionary point

This utterance belonged to directive point of warn, therefore it gets the readers to do some action in the future. It uses the world-to-words direction of fit.

### b. Mode of Achievement

The writer wants the readers to do the writer’s expectation or warning such as avoiding the warning.

### c. Propositional content condition

The utterance refers to the future action that has not done yet. Based on the utterance, it tries to warn the readers to be careful or they will get injured in the future.



d. Preparatory condition

The writer assumes that people will pay attention to the warning so that they can avoid the incident of getting injured because of driving fast.

e. Sincerity condition

The writer wants the writer to pay attention to the warning with the intention that the warning can avoid the readers of getting injured. The writer wants to convey that to be careful is needed so that the readers will never get injured while driving.

f. Degree of strength

The action of warning is stronger than proposing since it informs the readers about the bad things probably happens in the future.

Warning is one of performative verbs of directives. It can be used as assertive point or directives point. In the directive, it is also presenting the bad effect that probably happens to the readers in the future.

## **8. Caution**

The next performative verb of directive is caution. To caution is to warn or advise the hearer to take care of something. It can be found in data(26) and (19).

Data 26: Hati-hati kurangi kecepatan ”Take care, slow down the speed”

There are three words forming this utterance, such as “Hati-hati”, “kurangi”, and “kecepatan”. Based on the lexical meaning, “hati”, “hati-hati” or “be careful” means doing something taking care for example to avoid hurting oneself. Second, “kurangi” or “slow up” means making speed slower. “Kecepatan” or “speed”

means the quality of being quick or rapid. Therefore, we can conclude that this public notice has a directive point of caution. It tries to warn or advise the reader of something in the future by giving a caution to slow up the speed. This utterance gives a directive point so the utterance that produced has a stronger force to the reader. Based on IFID, this utterance can be “I caution you to take care and slow down your speed”.

a. Illocutionary point

Caution is categorized into directives point because it is represented as actual a state of affairs. It gets the world to be transformed by the future course of action of the speaker or the hearer. It is the world-to-words direction of fit.

b. Mode of Achievement

This is the component which determines how its point must be achieved on the propositional content in a successful performance of an act. This utterance has a purpose to caution the reader. Hopefully, the reader comprehends the caution to slow down the speed.

c. Propositional content condition

The utterance reflects both of present and future condition. It reflects present condition at the moment that people is reading this notice. On the other hand, it reflects future condition when people have read the notice before and then they are familiar with the caution of the public notice thus they can slow down their speed spontaneously.

d. Preparatory condition

There is an assumption that the reader will be able to understand this notice very well. By reading this public notice, the writer assumes that the reader will be able to slow down their speed when they are driving.

e. Sincerity condition

The writer wants to show the readers that the caution of taking care and slowing down the speed is important for them. By understanding the caution, the possible accidents in the roads will decrease moreover it will disappear.

f. Degree of strength

This utterance is weaker than warn in directive. This utterance is only cautioning people to take care and slow down the speed without telling the reason of doing this.

As the result, the act of caution is the action to warn the reader of a future action. This action included in directive point.

#### **IV.1.4. Declaratives**

##### **1. Declare**

Declare makes something to be a case by declaring it to the reader.

This kind of directive point of declare can be seen from data (16), (39) and (40).

Data 16: Parkir khusus Mas Jo “Mas Jo’s parking only”.

This utterance consists of three words, for instance “parkir”, “khusus”, and “mas Jo”. Based on the lexical meaning, “parkir” or “parking” means the act of

stopping a vehicle at a place and leaving it there for a time. The word “khusus” or “special” means different from normal. Then, “mas Jo” or “Mr Jo” refers to a specific thing. In appropriate English, this utterance can be “Mas Jo parking only”. The context here is in a restaurant and the word “khusus” here indicates a declaration which means this is a place for parking to Mas Jo customers only.

This utterance doesn't have a performative verb so it needs a performative verb declare. Based on IFID's, this utterance can be “I declare it is Mas Jo parking only”.

a. Illocutionary point

This utterance is classified into declarative point of declare. In declarative point, the readers are expected to perform an action which brings into existence a state of affairs. Since the world is transformed by the present action of the speaker to fit the propositional content, it is reflected the double direction of fit.

b. Mode of Achievement

The writer hopes the readers to comprehend the notice particularly about the parking to be used by Mas Jo customers only.

c. Propositional content condition

This utterance reflects the present and future condition. The condition is determined by the time of people reading this notice. After reading the notice, the readers especially the Mas Jo's customers will know where they have to park their vehicle.

d. Preparatory condition

The writer assumes that the readers especially Mas Jo's customers will understand and have capabilities of doing the declaration. The word "khusus" is an indication for the readers or Mas Jo's customers to presuppose the Mas Jo's parking place.

e. Sincerity condition

The writer thinks that this information is important to be understood by the readers or Mas Jo's customers so that the declaration of the Mas Jo's parking place only will help them know the place to park their vehicle.

f. Degree of strength

This action of declare is stronger than renounce in declarative point for the reason that it tells people for particular thing.

Briefly, declare is one of the performative verbs in declarative. This utterance is included in declare point. Based on the utterance, it reflects the present and future condition.

#### **IV.1.5. Expressives**

##### **1. Thank**

To thank is to express gratitude. There is a preparatory condition to the effect that the hearer is responsible for state of affairs that is good for the speaker. This kind of expressive point of thank can be seen in data (29).

Data 29: Terima kasih telah menggunakan BBM non bersubsidi

"Thank you for using non-subsidized fuel"

This public notice is found in gas station area. This utterance is formed by five words, such as “terima kasih”, “telah”, “menggunakan”, “BBM”, “non-bersubsidi”. Based on the lexical meaning, “terima kasih” or “thank” describes an expression of gratitude, “telah” or “after” indicates a length of time. Then, “menggunakan” or “use” means the action of using something or the state of being used, “BBM” or “fuel” means any material burned to produce heat or power and the last “Non-bersubsidi” or “non-subsidy” means partly subsidized by government. In English, this utterance can be “thank you for using non-subsidized fuel”. This utterance doesn’t need a performative verb because it has word “terima kasih” or “thank” which indicates the action of thank.

a. Illocutionary point

This utterance is classified into expressive point since it expresses propositional attitudes of the speaker about a state of affairs. This utterance is a kind of thanking act from the government to their people for using non-subsidized fuel, especially for helping government implement their program of fuel subsidy. It is the null or empty direction of fit.

b. Mode of Achievement

This utterance describes the government program. The governments wish the readers feel the action of thank so it is proving that government appreciates the people for using non-subsidized fuel.

c. Propositional content condition

This utterance reflects present condition since it describes the utterance at the time of reading. After that, this utterance reflects future action as long as this program of non-subsidized fuel is still used by people.

d. Preparatory condition

This public notice assumes that people will feel appreciated by this act of thank. The expression of thank describes an appreciation for the people's effort to create a progress or to obey a new rule.

e. Sincerity condition

The writer of this public notice or the government wants to express gratitude feeling to people for using non-subsidized fuel. This act appears after the readers or people obeyed the government rule of using non-subsidized fuel.

f. Degree of strength

The thanking action is greater than congratulating action.

This action shows more than thank action only, but also the feeling of appreciating for the people's effort to obey the government rule.

In sum, thank is an expression of gratitude. It can express not only the thank expression after received a help but also it can express the feeling of appreciating for the effort.

## **IV.2.The Characteristics of Public Notices**

Based on the data, the writer found that there are several characteristics of public notice such as some utterance are presented briefly/brevity, all the utterances should be correlated with the context of who they are talking to, what circumstances, when and where the public notices are found/contextual aspect, some utterances are conveyed indirectly or categorized into indirect speech acts/indirectness, and some utterances are almost similar in meaning but it has different performatives verbs. The explanation of each characteristic can be seen below:

### **IV.2.1.Most utterances are presented briefly.**

My data showed that there are 34 data consist of fewer than or 4 words and there are 16 data consist of more than 4 words. The writer classified the data into fewer than or 4 words namely the data which consist of 1 word, 2 words, 3 words and 4 words. Then, the data belong to more than 4 words namely the data which consist of 5 words, 6 words, and 7 words. The example of data presented briefly can be seen below:

Km 76 (data 1, assertives inform)	800 kg (data 10, assertives inform)
Badut sulap (data 3, assertives inform)	Pelan (data 19, assertives caution)
Wifi (data 4, assertives inform)	Kungfu (data 20, assertives inform)
In (data 5, assertives tell)	Habis (data 22, assertives state)
Out (data 6, assertives tell)	Ahli gigi (data 39, declarative declare)
Plastic, bottle, paper (data 8, directives tell)	Ahli kunci (data 40, declarative declare)
11 persons (data 9, assetives inform)	

### **IV.2.2.All the utterances should be correlated with the context of who they are talking to, what circumstances, when and where the public notices are found.**



Contextual aspect is the aspect about who they are talking to, what circumstances, when and where. All of the utterances exactly should be correlated with the context so that the contextual aspect is one of important characteristics implied in public notices. By understanding the context, the reader will easily to comprehend the message conveyed. It can be seen by the data below:

Badut sulap (data 3, assertives inform)	In (data 5, assertives tell)
Out (data 6, asertives tell)	Plastic, bottle, paper (data 8, directives tell)
11 Persons (data 9, assertives inform)	800 kg (data 10, assertives inform)
Butuh uang? (data 13, directives ask)	Perlu dana cepat? (data 24, directives ask)
Kungfu (data 20, assertives inform)	Aki mobil anda ngadat (data 25, directive ask)
Habis (data 22, assertives state)	Anak yatim butuh besek? (data 37, directives ask)
Mau rumah disurga? (data31, directives ask)	Habis (data 22, assertives state)

#### **IV.2.3. Some utterances are conveyed indirectly or categorized into indirect speech acts (There is an indirect relationship between a structure and a function)**

According to Yule, indirect speech act is the condition when there is an indirect relationship between a structure and a function. Sometimes people don't bring their message or intention meaning directly so that the reader has to understand the intention meaning clearly. For instance, to deliver the message about giving alms, people use ask act as in "Mau rumah disurga? Booking dari sekarang". This public notice does not solely asking someone about whether people want to go to heaven or not and if they want to they have to book the place now. There is indirectness in this public notice. This public notice is categorized as an advertisement especially alms advertisement. Based on the alms advertisement, this public notices is trying to deliver the message when people want to go to heaven they have to book first by giving their alms to the alms-supplier company.

Butuh uang? (data 13, directives ask)	Anak yatim butuh besek? (data 37, directives ask)
Perlu dana cepat (data 24, directives ask)	Ahli gigi (data 39, declarative declare)
Mau rumah disurga? Booking dari sekarang (data 31, directives ask)	Ahli kunci (data 40, declaratives declare)

#### **IV.2.4. Some utterances are almost similar in meaning but it has different performatives verbs**

People have many ways to deliver their messages. One of the characteristics the writer found is the characteristic of meaning. In presenting their message people can use several performative verbs in spite of still implying the same meaning. One message can be delivered by more than one performative verb or act. For example: The public notices for not allowing parking the vehicle by chance can be delivered by using the act of forbidding, warning, telling, and declaring. It can be seen by the data below:

Dilarang parkir di depan pintu (data 42, directives forbid)	Mohon tidak parkir di depan pintu (data 46, directive warn)
Maaf bukan tempat parkir (data 43, directives tell)	Parkir khusus Mas Jo (data 16, declarative declare)

## **CHAPTER V**

### **CONCLUSION**

In this chapter, the writer has several conclusions of this research. Based on the analysis data in chapter 4, the writer found 50 data of public notices in public places performing the five kinds of speech acts.

There are kinds of illocutionary acts that appear in this research. The writer found 16 public notices including assertives, 4 public notices reflecting commissives, 26 public notices consisting directives, 3 public notices expressing declaratives and 1 public notice performing expressives. In assertives, the data reflect the illocutionary acts such as assert, inform, tell, assert, state, advice, and suggest. The data in commissive point reveal promise and offer. Then, there are 26 public notices including directives such as forbid, tell, command, ask, caution, direct, insist, and warn. In declaratives, there is declare only found in this point. Expressive point has one verb only namely thank.

Directive point is the most common illocutionary act applied in public notice because most public notices convey the information which is possible to make the readers do some actions after reading the public notice. Public notices usually contain of rules and info such as warning, information, forbidding, advertisement and many more that require the readers to obey the rules written in public notices and to receive the messages about some offers.

The writer found there are four characteristics of public notices, namely the brevity, contextual aspect, indirectness in public notice, and the similarity of

meaning in public notice with difference performative verb. The four characteristics are often used in public notice to convey the message.

Every public notice contains meaning and message that the readers should correlated with the context of who they are talking to, what circumstances, when, and where the public notices are found.

Finally, the theory of speech act has an important role in explaining the phenomena that the writer found in public notice. By using IFID's, the writer could analyze the illocutionary acts in public notices that inform messages to the readers about the rules, warnings, and other points related to the function of the public notice itself.

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## APPENDIXES

Number	DATA	Illocutionary Acts
1	Km 76	(Assertives, Inform)
2	Dilarang menyalakan api	(Directives, forbid)
3	Badut sulap	(Assertives, Inform)
4	Wifi	(Assertives, Inform)
5	In	(Assertives, Tell)
6	Kurangi kecepatan, Zona anak sekolah	(Directives, Tell)
7	No Smoking area	(Assertives, Assert)
8	Plastic, bottle, paper	(Directive, Tell)
9	11 persons	(Assertives, Inform)
10	500 kg	(Assertives, Inform)
11	Ke kiri Jogja/ Solo	(Directive, Direct)
12	Rawatlah daku	(Directive, Command)
13	Butuh uang?	(Directive, Ask)
14	Pemulung, Sales dilarang masuk	(Directive, Forbid)
15	Jaga kebersihan buang sampah pada tempatnya	(Directive, Tell)
16	Parkir khusus mas Jo	(Declarative, Declare)
17	Dilarang parkir disepanjang jalan ini	(Directive, Forbid)
18	Awas!!! Ngebut benjut	(Assertives, Warn)
19	Hati-hati	(Directive, Caution)
20	Kungfu	(Assertives, Inform)
21	Dilarang merokok	(Directive, Forbid)
22	Habis	(Assertives, State)
23	Belok kiri jalan terus	(Directive, Direct)
24	Perlu dana cepat?	(Directive, Ask)
25	Aki mobil anda ngadat?	(Directive, Ask)
26	Hati-hati kurangi kecepatan	(Directives, Caution)
27	Awas tikungan tajam kurangi kecepatan	(Directives, Warn)
28	Anda tertib jalan lancar	(Assertives, Advise)
29	Terima kasih sudah menggunakan BBM non-subsidi	(Expressives, Thank)
30	Parkir umum	(Assertives, Inform)
31	Mau rumah disurga? Booking dari	(Directives, Ask)

	sekarang	
32	Jilid skripsi tesis bisa ditunggu	(Commisives, Offer)
33	Copy 2 buku bayar 1 buku	(Commisives, Offer)
34	Makin banyak copy, makin banyak diskon	(Commisives, Offer)
35	Daerah larangan PKL	(Assertives, Assert)
36	Perhatian, demi keamanan dilarang duduk diatas kendaraan	(Directives, Insist)
37	Anak yatim butuh besek?	(Directives, Ask)
38	Dicari tukang taman gaji 1-1,5 jt	(Assertives, Inform)
39	Ahli gigi	(Declaratives, Declare)
40	Ahli kunci	(Declaratives, Declare)
41	Keep off the grass	(Directive, Forbid)
42	Dilarang parkir didepan pintu	(Directives, Forbid)
43	Maaf bukan tempat parkir	(Directives, Tell)
44	Ungaran Bawen lewat jalan tol	(Directives, Tell)
45	STOP buang sampah disepanjang jalan ini	(Directives, Tell)
46	Mohon tidak parkir didepan pintu	(Directive, Warn)
47	Parkir Mas No	(Assertives, Inform)
48	Sekali lagi jangan buang sampah di selokan	(Assertives, Assert)
49	Prestasi Yes Narkoba No	(Assertives, Suggest)
50	Disini akan dibangun auditorium UNDIP	(Commisives, Promise)

















